



Impact Report— Strategic Communications 315

Dr. Elizabeth Oppe

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Spring 2017

Hours served: 506

Students participating: 19

Community organizations impacted: 10

Impact value to the community: \$10,616

Students learned:

- Professionalism
- Time management
- Organizational skills
- Ethics in media
- Event-planning skills
- Methods of increasing social media presence
- To see selves as developing professionals with valuable contributions
- Team work

Community impact:

- Fundraising packet was created that will continue to be used in the future
- New social media strategies were implanted allowing nonprofit to reach a larger audience
- Websites created for ease of accessibility to the public
- Planned events to raise awareness of community organization
- Press releases, infographics, videos, and brochures made to support agencies
- Enforced brand image and messaging for the agencies

“Everything that we learned can be used outside of class. We will use the skills we gained in our future careers.”

-Spring 2017 STCM 315 Student

“At the close of the term, we saw leaps and bounds with the construction of the website. Our new director, Sarah Palfrey, found their work commendable to the point of expressing it directly towards them.”

-Jay Gumer Morgantown Public Library